

**REMARKS:**

In the outstanding Office Action, the Examiner rejected claims 1, 5-7, 11, 12 and 14. Claims 1, 7, 12 and 14 are amended herein, and new claim 15 is added. No new matter is presented. Proper support for the amendments can be found at least on page 15, line 24 through page 16, line 3; FIG. 7 and page 53, line 27 through page 54, line 4 of the present application.

Thus, claims 1, 5-7, 11, 12, 14 and 15 are pending and under consideration. The rejections are traversed below.

**REJECTION UNDER 35 U.S.C. § 103(a):**

In the outstanding Office Action, claims 1, 5-7, 11 and 12 and 14 were rejected under 35 U.S.C. § 103(a) as being unpatentable over various combinations of the following: U.S. Patent No. 5,930,769 (Rose), U.S. Patent No. 6,415,199 (Liebermann), and U.S. Patent No. 6,142,628 (Saigo).

Rose discusses presenting a customer with analysis of fashion suggestions with designer recommendations based on the customer's body type, and provides adaptive presentation of choices based on a determined prioritization (see, FIG. 5 including corresponding text and col. 7, lines 3-27). In Rose, fashion data based on the customer's body type is provided at the time of presenting the apparel (see, col. 4, lines 10-25 and col. 10, lines 63-64).

As the Examiner indicates, Rose fails to disclose that the transaction operation includes making a try-on reservation for trying out a commodity.

In contrast to Rose, the present invention includes a "try-on reservation", i.e., a try-on store reservation, try-on home delivery advance order, try-on visiting service advance order, rental, etc. (see, page 15, line 24 to page 16, line 3 of the present application). For example, a customer who wants to visit a store to purchase a garment is not required to go through selecting the garment at the store because the garment will be readily differentiated from other commodities at the store based on the reservation (see, page 53, line 27 to page 54, line 4 of the present application). This also enables a provider or a retailer to make an intelligent decision regarding a merchandise such as space used to display the merchandise, reducing disused inventory, etc., based on, for example, frequency/volume of try-on reservations for the merchandise (see page 54, lines 15-17 of the present application).

The Examiner also relies on Liebermann and Saigo. However, Liebermann discusses measurements that must be constructed at a tailor's location where a customer is required to visit the tailor at least twice before the customer expects to receive a finished garment (see, col. 1, lines 29-43), and Saigo is limited to arbitrarily providing eyeglasses from among stored eyeglasses data for selection by the customer (see, column 10, lines 19-27).

Independent claims 1, 7 and 12 as amended recite, "making a try-on reservation" and generating an object image information based on "customer information including at least one of data related to height, weight, body type and favorite fashion of a user", where the commodity is presented based on "at least said favorite fashion of said customer information."

Independent claim 14 as amended recites, "pre-selecting commodities based on commodity presentation information indicative of recommended sales in relation to at least favorite fashion of a user" and "making a reservation for physically trying on the at least one of the commodities."

The cited references, alone or in combination, do not teach or suggest the above-discussed features of independent claims 1, 7, 12 and 14.

It is submitted that the independent claims 1, 7, 12 and 14 are patentable over the cited references.

For at least the above-mentioned reasons, claims depending from independent claims 1, 7, 12 and 14 are patentably distinguishable over the cited references. The dependent claims are also independently patentable. For example, as recited in claim 6, "said try-on reservation issues a try-on reservation card having thereon an identification number for identifying said try-on reservation when said try-on reservation for trying on said commodity is made." The cited references, alone or in combination, do not teach or suggest these features of claim 6.

Therefore, withdrawal of the rejection is respectfully requested.

**NEW CLAIM:**

New claim 15 has been added to emphasize that the present invention includes, "enabling a user to make a try-on reservation for trying on a commodity" and "transmitting the try-on reservation... to a provider to distinguish the commodity from commodities and executing a transaction based on the transmitted try-on reservation of the commodity."

The cited references do not teach or suggest, "a try-on reservation" as recited in claim 15.

It is submitted that new claim 15 is patentably distinguishable over the cited references.

**CONCLUSION:**

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

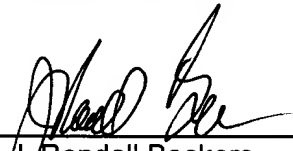
Respectfully submitted,

STAAS & HALSEY LLP

Date: \_\_\_\_\_

11/15/15

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